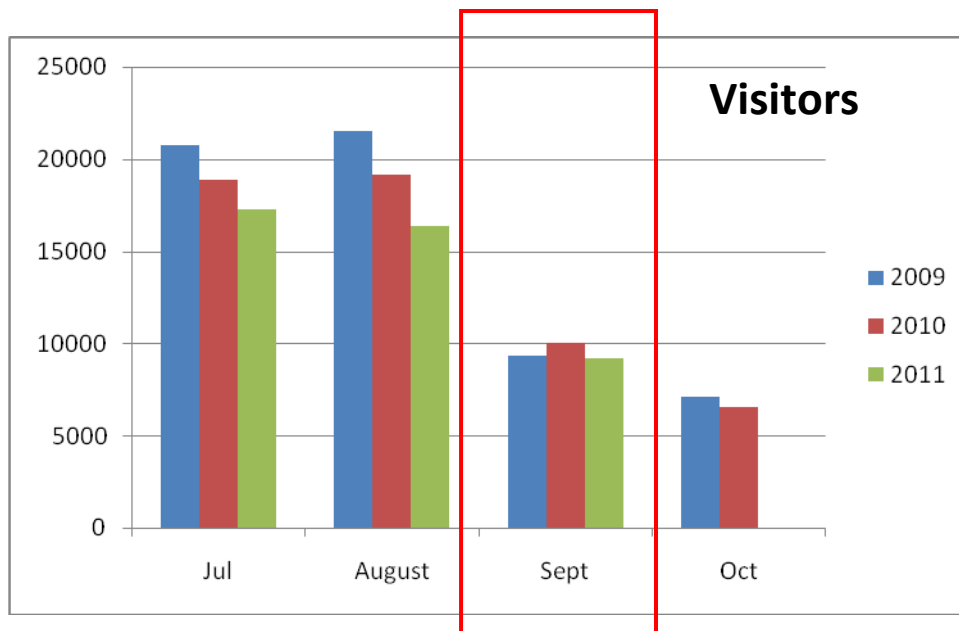
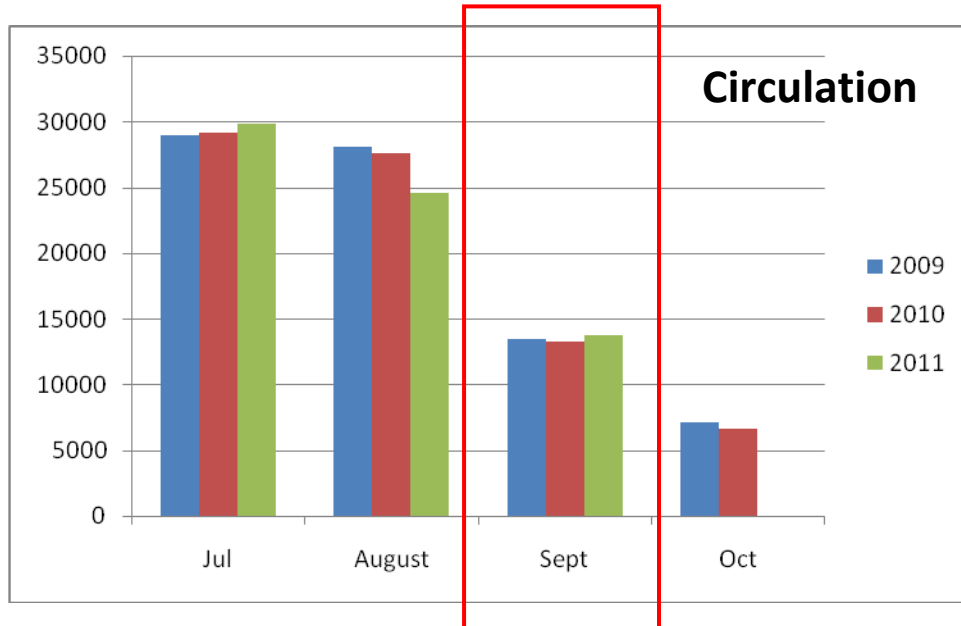


## Avalon Free Public Library Director's Report – September, 2011

September's circulation (13758) decreased by 44% from August (24547), and increased by 4% from this time last year (13278). By the end of August, 140,737 items were circulated for the year, less than 1% increase from this time last year (139,960).



Visits to the library in September (9199) decreased by 44% from August (16388) but decreased by 8% from August of last year (10048). By the end of September, there were 9199 visits since the beginning of the year. This was approximately 10% below 2010's year to date figure (93788).

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***Symphony by the Sea*** – The Bay-Atlantic Symphony concert originally scheduled for August 27 but cancelled due to Hurricane Irene, was performed on September 17. Approximately 500 people attended the event. Guest violinist Kai Gleusteen returned from Europe to play at the concert. The concert was well received by the audience despite the Borough fire alarm going off.

***Staff in Service and Library Closure*** – On October 28h, the library was closed from 9 to 5 for a staff in-service. In the morning and early afternoon, members of the staff were involved with:

- Shelf reading
- Opening up media cases to insure all disks were there
- Shifting parks of the collection
- Preparing selected materials for transport to off-site storage
- Weeding

In the late afternoon, staff reviewed various library procedures and attended a workshop on downloading eBooks. The library opened to the public at 5pm.

***Amazon / Overdrive Announces Kindle Compatibility with Library Download Service*** – On September 21, Overdrive announce that it had added Kindle compatibility to its library eBook service. All of our current eBook collection is available for checkout on the Kindle. In the final week of September the library circulate 53 Kindle-formatted eBooks. This was approximately 28% of all ebooks circulated in September (187). We are planning more Kindle workshops.

***Elementary School Transitions to a Middle School*** – The Avalon Elementary School now provides curriculum for Avalon and Stone Harbor children between grades 5 and 8. This change will have impacts on both collection development and library usage patterns. According to Deb Ney, librarian for the school district, the library's juvenile non-fiction collection adequately supports the curriculum. However with the shift in the age of the student body, collection development will be focusing on the YP (Young Persons) and YA (Young Adult) fiction books. With the shift in population, there is evidence to suggest that usage patterns will change. The library staff has reported that student use of the library after school has significantly declined. Our circulation numbers may also be impacted as we have not yet seen classes being brought to the library to checkout free reading material.

***Webinars*** – Shannon and Norman attended State Librarian's Monthly Webinar (9/13). Norman participated in a NextReads Workshop (9/27) and attended the NJ Virtual Reference Taskforce webmeeting (9/28).